



STYLE WITH PROTECTION: Lila Metcalf plays with her two kids 4 year old Kaden, left, and 7 year old Juliana Tuesday afternoon at Just Kidz the childrens clothing store Lila owns in Scottsdale. The store will soon be selling a line of uv protective clothing.

LISA OLSON, TRIBUNE

sunny style

UV-protective clothing gets a fashionable update

By **MARIJA POTKONJAK** • TRIBUNE

Places to buy UV-protective clothing

- AquaSafe Swim School, 9380 E. Bahia Drive, Scottsdale, (480) 425-7946 or www.aquasafe-swim.com
- East Valley Sports, 6306 E. Main St., Mesa, (480) 832-8172
- Synch or Swim, 126 W. Pepper Place, Mesa, (480) 827-9706
- Swimmers Edge, 1010 W. Broadway Road, Mesa, (480) 968-5325

After her husband survived a bout with skin cancer, Lila Metcalf began checking her children regularly for spots and misshapen marks. Genetics put Juliana, 7, and Kaden, 4, at risk for the disease.

Metcalf's children rarely leave the house without sunscreen or a hat, but getting them to wear UV-protective clothing is a different story. Even at that age, kids won't wear something if it's not cute and comfortable.

"I'm a mom, and I'll forgo cuteness for sun safety," says Metcalf, who has scoured the market looking for stylish UV-protective clothing for her children and her boutique, Urban Kidz in Scottsdale.

Now she and other mothers don't have to: Designers are putting as much

thought into style as in blocking the sun's rays. UV-protective clothing has "gotten a lot cuter," Metcalf says.

EVERYDAY CLOTHING GIVES FALSE SECURITY

Simply putting on a T-shirt and slathering sunscreen isn't enough to block harmful ultraviolet rays in Arizona, which has one of the highest rates of melanoma in the country. Cotton T-shirts and other loosely woven fabrics have a UPF (the rating for fabric) of about 7; dermatologists recommend wearing at least 15. And if the garment gets wet — say you're at the pool or the lake — the UV protection is cut in half.

If you can't avoid the sun during the



DANIELLE PETERSON, FOR THE TRIBUNE

COMPLETE COVERAGE: Dermatologist Lorna Fredrikson of Fountain Hills always wears a sweat suit made of Solumbra, a fabric that blocks 97 percent of UV rays, while jogging. She recommends UV-protective clothing for anyone who works or plays outdoors.

SEE **SUNNY** • PAGE D3